

Wildlife Restoration/Hunter Education Advisory Team



Advisory 2020-002: Public relations and Wildlife Restoration grants

May 12, 2020

What does the removal of the prohibition of public relations mean in terms of Wildlife Restoration grants for the future?

Discussion: In the Modernizing the Pittman-Robertson Fund for Tomorrow's Needs Act, the prohibition for public relations at 16 U.S.C. 669g(a) was removed. By removing this language, it allows for public relations activities to be eligible for any grants under the Act if related to accomplishments of grant objectives. Public relations is a form of communication, as is outreach, education, and marketing and whether it is eligible under a grant depends on if it supports the purpose and objectives of the grant, is substantial in its design, and costs are necessary and reasonable.

Advisory: This should be determined on a case-by-case basis. If a State demonstrates that the public relations activity supports the goals and objectives of the Federal grant for eligible activities at 50 CFR 80.50 and costs allowable under 2 CFR 200.421, then it may be eligible.